

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

### Listing of Claims:

1-67. (Canceled)

68. (Currently Amended) A method for configuring an appliance using ~~setting up~~ a universal remote control having command keys, a transmission circuit for transmitting data, and a receiver circuit for receiving RF transmission, the method comprising:

receiving data directly from an RFID tag via the receiver of the universal remote control, the data from the RFID tag being unique to an individual; ~~and~~

forwarding from the universal remote control ~~the data received from the RFID tag~~ to an the appliance via the transmission circuit ~~the data received from the RFID tag~~; and

~~whereby the appliance utilizes~~ causing a setup program of the appliance to use the data received from the RFID tag and forwarded from the universal remote control to configure the appliance according to one or more preferences that have been mapped within a memory device of the appliance to the individual represented by the data received from the RFID tag.

69. (Currently Amended) The method as recited in claim 68, wherein the data received from the RFID tag and forwarded from the universal remote control is ~~utilized~~ used by the setup procedure of ~~within~~ the appliance to limit access to an appliance function.

70. (Original) The method as recited in claim 68, wherein the appliance function is utilized to

access content.

71. (Currently Amended) The method as recited in claim ~~68~~ 78 wherein the data received from the RFID tag is forwarded from the universal remote control to the appliance ~~is included~~ as a part of a command transmission to the appliance.

72. (Currently Amended) A method for setting up a universal remote control having command keys, a transmission circuit for transmitting commands in response to activation of one or more command keys, and a receiver circuit for receiving RF transmissions, the method comprising:

receiving data through RF transmissions from a plurality of RFID tags via the receiver of the universal remote control, each RFID tag being associated with a different individual;

determining relative signal strength of the RF transmissions; and

using data received from the RFID tag corresponding to the RF transmissions having the greatest relative signal strength to cause select commands to be mapped to select command keys whereby the universal remote control is ~~setup~~ set up such that activation of one or more of the select command keys causes the universal remote control to issue via the transmission circuit one or more of the select commands to command operation of one or more appliances as established by one or more preferences that have been mapped to the individual represented by the used data.

73. (Original) The method as recited in claim 72, comprising displaying command keys according to one or more preferences established for the individual represented by the used data.

74. (Original) The method as recited in claim 72, comprising limiting access to command keys by the individual represented by the used data.

75. (Original) The method as recited in claim 72, comprising making a favorite channels list accessible for the individual represented by the used data.

76. (Original) The method as recited in claim 72, wherein the preferences are stored locally on the universal remote control.

77. (Original) The method as recited in claim 72, wherein the preferences are stored remotely from the universal remote control.

78. (Original) The method as recited in claim 73, comprising establishing a connection with a server having the remotely stored preferences.

79. (Original) The method as recited in claim 78, comprising establishing the connection by means of an intermediate device.

80. (Original) The method as recited in claim 79, wherein the intermediate device comprises a cable set top box.

81. (Original) The method as recited in claim 79, wherein the intermediate device comprises a personal computer.

82. (New) A method for setting up a universal remote control, the method comprising:

receiving into the universal remote control data obtained from a machine readable tag associated with an appliance, the machine readable tag storing standardized information that functions to identify at least the appliance and vendor of the appliance; and

causing a setup procedure of the universal remote control to be invoked whereupon the setup procedure of the universal remote control uses the data received into the universal remote control to cause select commands to be mapped to select command keys of the universal remote control whereby the universal remote control is set up such that subsequent activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via a transmission circuit of the universal remote control one or more of the select commands to thereby command operation of the appliance associated with the machine readable tag.

83. (New) The method as recited in claim 82, wherein the machine readable tag comprises a UPC label.

84. (New) The method as recited in claim 82, wherein the machine readable tag comprises an RFID label.

85. (New) The method as recited in claim 84, comprising using the data received into the universal remote control to select the select commands from a library of commands locally stored on the universal remote control.

86. (New) The method as recited in claim 84, comprising using the data received into the universal remote control to select the select commands from a library of commands stored remotely from the universal remote control and downloading the select commands into the universal remote control.

87. (New) The method as recited in claim 86, comprising causing the universal remote control to directly communicate with a server device associated with the library of commands.

88. (New) The method as recited in claim 86, comprising causing the universal remote control to communicate via an intermediate device with a server device associated with the library of commands.

88. (New) The method as recited in claim 88, wherein the intermediate device comprises a cable set top box.

89. (New) The method as recited in claim 88, wherein the intermediate device comprises a personal computer.

90. (New) The method as recited in claim 84, wherein the setup procedure of the universal remote control further uses the data received into the universal remote control to automatically assign the appliance associated with the machine readable tag to a select operational mode of the universal remote control whereupon, in response to the universal remote control being placed into the select operational mode, the universal remote control is set up such that subsequent

activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via a transmission circuit of the universal remote control one or more of the select commands to thereby command operation of the appliance associated with the machine readable tag without again requiring use by the setup procedure of the data received into the universal remote control.

91. (New) The method as recited in claim 84, comprising receiving user input into the universal remote control that specifies a select operational mode of the universal remote control to which the appliance associated with the machine readable tag is to be assigned whereupon, in response to the universal remote control being placed into the select operational mode, the universal remote control is set up such that subsequent activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via the transmission circuit of the universal remote control one or more of the select commands to thereby command operation of the appliance associated with the machine readable tag without again requiring use by the setup procedure of the data received into the universal remote control.

92. (New) A method for setting up a universal remote control, the method comprising:

receiving into the universal remote control data obtained from a plurality of machine readable tags each associated with an appliance, each of the plurality of machine readable tags storing standardized information that functions to identify at least its respectively associated appliance and vendor of its respectively associated appliance; and

causing a setup procedure of the universal remote control to be invoked whereupon the setup procedure of the universal remote control uses the data received into the universal remote

control to cause select commands to be mapped to select command keys of the universal remote control whereby the universal remote control is set up such that subsequent activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via the transmission circuit of the universal remote control one or more of the select commands to command operation of one or more appliance associated with the plurality of machine readable tags.

93. (New) The method as recited in claim 92, wherein each of the plurality of machine readable tags comprises a UPC label.

94. (New) The method as recited in claim 92, wherein each of the plurality of machine readable tags comprises an RFID label.

95. (New) The method as recited in claim 94, comprising using the data received into the universal remote control to select the select commands from a library of commands locally stored on the universal remote control.

96. (New) The method as recited in claim 94, comprising using the data received into the universal remote control to select the select commands from a library of commands remotely stored from the universal remote control and downloading the select commands into the universal remote control.

97. (New) The method as recited in claim 96, comprising causing the universal remote control

to directly communicate with a server device associated with the library of commands.

98. (New) The method as recited in claim 96, comprising causing the universal remote control to communicate via an intermediate device with a server device associated with the library of commands.

99. (New) The method as recited in claim 98, wherein the intermediate device comprises a cable set top box.

100. (New) The method as recited in claim 98, wherein the intermediate device comprises a personal computer.

101. (New) The method as recited in claim 94, wherein the setup procedure of the universal remote control further uses the data received into the universal remote control to automatically assign the appliance associated with at least one of the plurality of machine readable tags to a select operational mode of the universal remote control whereupon, in response to the universal remote control being placed into the select operational mode, the universal remote control is set up such that subsequent activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via the transmission circuit of the universal remote control one or more of the select commands to thereby command operation of the appliance associated with the one or more of the plurality of machine readable tags without again requiring use by the setup procedure of the data received into the universal remote control.

102. (New) The method as recited in claim 101, wherein the select operational mode of the universal remote control comprises a home theater mode.

103. (New) The method as recited in claim 101, wherein the select operational mode of the universal remote control comprises a room mode.

104. (New) The method as recited in claim 94, comprising receiving user input into the universal remote control that specifies at least one select operational mode of the universal remote control to which the appliance associated with one or more of the plurality of machine readable tags is to be assigned whereupon, in response to the universal remote control being placed into the select operational mode, the universal remote control is set up such that subsequent activation of one or more of the select command keys of the universal remote control causes the universal remote control to issue via the transmission circuit of the universal remote control one or more of the select commands to thereby command operation of the appliance associated with the one or more of the plurality of machine readable tags without again requiring use by the setup procedure of the data received into the universal remote control.

105. (New) The method as recited in claim 104, wherein the select operational mode of the universal remote control comprises a home theater mode.

106. (New) The method as recited in claim 104, wherein the select operational mode of the universal remote control comprises a room mode.

107. (New) The method as recited in claim 84, further comprising transmitting from the universal remote control an RF signal to initiate obtaining of the data from the RFID tags.

108. (New) The method as recited in claim 84, wherein the universal remote control obtains data from each of the plurality of machine readable tags within an area of radio communication with the universal remote control.